

“HEALTHY CHOICES FOR LIFE” ACTION PLAN

BACKGROUND:

In an effort to curb the growing trend of obesity and promote a healthy lifestyle, as well as curb rising obesity-related health care costs, ASD (HA) issued a memorandum requesting a review of programs addressing weight management, prevention and treatment. As a result, TRICARE was tasked to create a marketing and education campaign with three concentrations: Alcohol, tobacco and weight management; and to partner with other DoD agencies to educate beneficiaries. As the principle grocery provider for military families and one of the top non-pay benefits, DeCA is uniquely positioned to become a “nutrition leader” and join TRICARE in influencing military families to think about their eating and grocery shopping habits - “It’s Your Choice. Make it Healthy!”

GOALS:

- Partner with DoD, TRICARE and nutrition and health professionals to pilot and foster ongoing awareness campaign for weight reduction/nutrition awareness/physical fitness.
- Realize DeCA leadership vision to make the commissary a nutrition leader; draw attention to new health and wellness sets; drive new traffic to commissaries through events/tours focusing on making “healthy choices, not hurried choices” (eating food prepared at home rather than fast foods); as well as delivering the savings message that shopping the commissary is also the “healthy choice for financial fitness.”

TARGET AUDIENCES: Authorized commissary shoppers/all users of TRICARE.

PLAN OVERVIEW:

- DeCA, TRICARE and a committee of nutrition professionals will develop “Healthy Choices for Life” tool kits, informational materials, tours and events, media coverage, and industry partnerships kicking off in National Nutrition Month® (March) to support the weight management prong of Healthy Choices and achieve DeCA strategic goals. The program will also dovetail into physical fitness with simple exercises that can be done at the commissary while shopping or standing in line.

TEAM: Corporate communications, sales, produce, region Pas, stores, USACHPPM, NEHC, DoD Nutrition Committee, field support/nutrition/ health professionals, TRICARE marketing, commissary industry, military media.

TEAM ACTIONS:

CHIEF OF CORPORATE COMMUNICATIONS:

- Brief and gain support from DeCA leadership for initiatives.
- Brief and gain support from TRICARE leadership.
- DeCA/TRICARE to announce partnership and initiatives for “Healthy Choices for Life” campaign.
- Engage ALA in announcing partnership in ALA media – encourage industry participation at store level.
- Brief review/progress of initiative at DeCA Training session in May, 2005.

MARKETING:

- Serves as DeCA liaison and principle POC for commissary/TRICARE and nutrition committee initiatives.
- Gain recommendations of DeCA category managers to target categories for healthy choices Shelf Talkers and coordinate choices with nutrition committee.
- Research (with region Pas) in the field to identify existing initiatives between stores and local health/wellness officials.
- Brief ALA chapters/zones/stores on initiatives and ID possible support (Jan/Feb meetings).
- Work with DeCA produce specialist and Tidewater DSO to tie in with Oceana event and explore advertising/marketing initiatives.
- Develop tie-ins with national nutritional/health promotions (such as five-a-day Month in Sept.) and DeCA promotional packages and themes (i.e. frozen food/DoD and National Nutrition Month in March); promote wellness/health reset.
- Coordinate tool kit with visual graphics for store use in creating awareness of the program at installation level and to support events at stores.
- Write and submit “event” news releases for worldwide and localize for stores; Vision article.
- Produce marketing E-Zine geared toward informing stores about Healthy Choices program.
- Include in March edition of *Commissary Connection* newsletter.
- Pursue coverage of healthy choices with industry circulars, fliers.

NUTRITION COMMITTEE:

- Joint services nutrition committee develops language for shelf talkers on various grocery categories identified by DeCA category managers to impart nutritional information & assist customers in making “healthy choices.”
- Engage (all services) installation nutrition and health professionals to work with commissaries on events, tours and other innovative tie-ins aimed at educating the shopping public; promote existing health and wellness sets in commissaries.
- Review and recommend handouts and a single, two-sided brochure for distribution on commissary tours, to hand out where feasible, or for use at tables for (only if local nutrition professions staff table) “Healthy Choice” days at commissary entrances.
- Nutrition committee liaison to produce video “shopping” event based on contest to find healthy foods in the commissary
- Engage military fitness professionals for “commissary calisthenics” that can be done in the aisles, in line, measure commissary sales floor/parking lots for “mileage” (target DoD fitness month in May).

CONSUMER ADVOCATE:

- Develop (with marketing and nutrition committee) tool kits and templates for stores/local nutrition professionals to use throughout 2005.
- Develop sub theme tie-ins for Single Service tours for “Commissary Awareness Month.”
- Engage patron council members in awareness campaign and obtain support.
- Outreach programs and appearances will incorporate Healthy Choices in displays/handouts, etc., to be debuted at TRICARE conference Jan. 25-27.
- Coordinate with Europe consumer advocate (home economist) on materials.

EASTERN REGION PA/OCEANA STORE DIRECTOR:

- Pilot health/nutrition “Hazel’s Healthy Food Fair” including sampling of healthy foods at Oceana commissary in conjunction with Nutrition Month/Frozen Food month in mid-March to kick off partnership and develop/document a model for other cooperative events. Aberdeen PG commissary will also participate in a pilot program.
- Investigate feasibility on a healthy food “character” for commissary events (i.e. apple outfit).

INDUSTRY:

- Kraft is testing an aggressive produce/product cross promotion sampling program in 2005.
- Local industry/vendors encouraged to support commissaries in healthy sampling initiatives and giveaways.
- Produce DSO in Tidewater to support healthy choices as part of marketing efforts for 2005 including exploring involvement of produce councils, associations, etc.

REGION PAs/EUROPE CONSUMER ADVOCATE:

- ECA writes monthly releases for 2005 tying in healthy choices with recipes and serves as consultant for any related materials produced by DeCA corporate communications.
- ECA serves as DeCA consultant and reviews/coordinates with nutrition committee in choosing informational products feasible for commissaries.
- Region PAs assist in researching existing nutrition related events being conducted at store level for tool kit.
- Region PAs facilitate communications with region leadership, zones and stores
- Region PAs make wide distribution of products and offer guidance and advice on feasibility of initiatives at store level.
- Overseas PAs (Europe/West) work AFN for TV spots.

MEDIA:

- Work news releases to military and local/national commercial media/“Beat” POCs.
- Work visual media outlets such as the Pentagon Channel for March timeframe.
- Facilitate bi-monthly “Healthy Choices” news releases from Kay Blakely.
- February *Leadership Challenge* on DeCA as a nutrition leader.
- March/April Fast Facts; Vision article on Healthy Choices.
- ID customer newsletters (i.e. associations or military monthly) for March/April publication.

WEB SITE:

- Publish outreach/marketing tools on DeCA.gov.
- Develop web page tie in with TRICARE for Healthy Choices (may be just a simple link).
- Proactively seek Web tie-ins with a health theme.

PRODUCT SUPPORT/VISUAL GRAPHICS:

- Develop shelf talkers for destination categories (see attached draft).
- Develop posters, banners, buttons, news releases, etc. to support launch.
- Coordinate and recommend to marketing and outreach a choice of tools and graphic products.

| OVERVIEW/TARGET TIMELINES | | | | |
|---|--|------------------|------------------------------|------------------|
| OBJECTIVE | OPR - TEAM | IPR/DRAFT | PRIMARY POC | DELIVERY |
| Shopping sweepstakes video feasibility | Lori Tubbs/Hazel Ennis | Jan. 7 | Lori Tubbs | TBA |
| Research existing store nutrition initiatives | B. Powell/region PAs | Jan. 7 | Bonnie Powell | Jan. 14 |
| ID categories in stores appropriate for nutritional shelf talkers | Corp com/category managers | Jan. 7 | Bonnie Powell | Jan. 11 |
| Develop nutritional guidelines for categories (for shelf talkers) | Nutrition committee/Kay Blakely | Jan. 20 | Karen Al Koshnaw | Jan. 31 |
| ID possible produce marketing tie ins (advertising, associations, retail partners) | David Linder (DSO)/ C. Allred /Nutrition committee | Jan. 20 | C. Allred/David Linder | Feb. 12 |
| Develop trifold guidelines on what's healthy and how to read labels | OC/Nutrition committee/Kay Blakely | Jan. 20 | Karen Al Koshnaw/Kay Blakely | |
| News release on TRICARE/DeCA partnership on Healthy Choices | OC/TRICARE | Jan. 12 | B. Powell | Jan. 27 |
| Schedule Aberdeen PG and Oceana healthy food fairs | Hazel Ennis/industry/ nutrition committee | Jan. 20 | Hazel Ennis/Tammy Spickler | March, 2005 |
| Local product support for Oceana i.e shelf talkers, posters, buttons, etc. (simultaneous with national product development) | Graphics/marketing | Jan. 17 | B. Powell/M. Cerny | Feb. 3 |
| "Commissary Calisthenics" | R. Hansgen/L. Tubbs/fitness experts | Jan. 31 | L. Tubbs | Feb. 12 |
| Compile a list of brochures that can be purchased by stores and/or PDFs such as USDA free stuff | Kay Blakely/OC/nutrition committee | Jan. 31 | Kay Blakely | Feb. 12 |
| News releases, in-store radio spots, Fast Facts | OC./TRICARE/ military services | Jan. 31 | Flo Dunn | Feb. 12 |
| Development of rudimentary nutrition guidance for field | Nutrition committee/Kay Blakely/OC | Jan. 20 | Karen Al-Koshnaw | Feb. 12 |
| Outreach (DeCA displays/events); introduction at TRICARE conference Jan 25 | OC/regions/stores | Jan. 18 | R. Hansgen | Jan. 24; Ongoing |
| Commissary Connection | OC | Feb. 12 | B. Powell | Feb. 20 |
| Develop full page ad for armed forces medical journal | D. Raghav/B. Powell | Jan. 27 | M. Cerny | Feb. 12 |
| Web page tie in with Healthy Choices – TRICARE site; new section on links page for nutrition (Saday etc.) | OC | Feb. 12 | R. Brink | March 1 |
| Marketing E-Zine (to stores) | OC | Jan. 20 | B. Powell | Feb. 7 |
| Deploy teaser info to stores for Commissary Awareness Month (CAM) | OC/nutrition com | Feb. 14 | B. Powell/R. Hansgen | Feb. 17 |
| Product support for worldwide deployment (posters/buttons etc.) | OC/industry | Jan. 31 | B. Powell | March 7 |
| Work stories to broadcast TV/OC beats | OC - ALL | Feb. 20 | Flo Dunn | March |

MEASURE (ROI): The success of this campaign will be measured by customer awareness of campaign; media coverage of campaign and store/local nutrition or health and wellness participation.

| MEASURE | GOAL |
|--|---|
| Media coverage - Raw data/clippings | Exceed average coverage of news releases by 10% |
| Traffic at DeCA Web site (links) | Increase 10 percent over same period in 2004 |
| Commissary and local nutrition/wellness participation – will need store After Action Report (1 page “fill in the blank” or online survey proposed) | 50% store participation with events by Sept. 31, 2005 |
| CAM participation as a theme | 50 percent of participants “eat fresh, not fast” |
| Brochure tear off feedback survey with sweepstakes supported by industry | 1,000 surveys |



Sample Shelf Talker (Front and Back)

It's Your Choice, Make it Healthy!

Healthy Choices FOR LIFE


www.healthychoices.com




It's Your Choice, Make it Healthy!

- ✓ Choose whole grains for the fiber you need.
- ✓ Whole grain breads and rolls have more fiber than white.
- ✓ Limit baked goods that are made with saturated fat - high in cholesterol.
- ✓ Choose breads made with very little fat or sugars.


Save 30 % or more at your commissary!
